



Lecture 7

Public Speaking

Today's agenda

- **Office Hours Summary**
- Introduction to Public Speaking
- Confidence
- Conviction
- Break
- Content
- Key Takeaways

Office Hours Summary

- Things you like:
 - ✓ First exposure to business concepts; everyday is new!
 - ✓ Activities help reinforce basic principles
- Things you don't like:
 - ✗ Instructors speak too quickly
 - ✗ Not enough time to meet outside of class
- Things you want to see:
 - Team building
 - Revenue and investment models

We'll keep working if you do 😊

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“Why do I need to care?”

- Forbes: “Every entrepreneur needs to master public speaking” to:
 - Gain investment
 - Give Interviews to the Media
 - Speak to panel of experts
 - Lead internal meetings
 - Demos and sales to customers
 - But more immediately....

...to win the Elevator Pitch Competition!

- Monday, July 8th
- 3 Judges (1 from UGM, 2 from Google)
- Prize for winning team!
- Preparation for Demo Day at end of course

The Three Cs

Confidence
C**o**nviction
C**o**ntent

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Confidence

"Investors talk about investing in people, not ideas."

-Blake Eastman

Confidence

1. Understand the realities

"There are only two types of speakers in the world: 1) the nervous and 2) liars."

-Mark Twain

Confidence

1. Understand the realities
 - a. Fallacy of catastrophe
 - b. Fallacy of approval
 - c. Fallacy of exaggeration
 - d. Fallacy of perfection

Confidence

1. Understand the realities
2. Volume and Cadence

Confidence

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2. Volume and Cadence
3. Make eye contact and smile.

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5. Visualize

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Nothing can make you feel embarrassed if you don't let it.

Confidence

1. Understand the realities
2. Volume and Cadence
3. Make eye contact and smile.
4. Don't fidget. *Move* confidently and purposefully.
5. Visualize

Also, today this classroom (and beyond) will be a JUDGEMENT FREE ZONE!

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Conviction a.k.a **PASSION**

“Prepare to be yourself. Often when someone delivers a speech that was written for them by somebody else -- politicians come to mind -- it sounds too suave and premeditated.”

-Richard Branson

Revealing the “Conversational” You

- Let **emotion** carry the speech forward

“Emotional energy and nonverbals are more important than content.”

-Blake Eastman

“If you're talking about your product's most exciting feature, your expression should be big, your voice energized, and your body engaged.”

Revealing the “Conversational” You

- Let **emotion** carry the speech forward
- It's ok to forget some numbers and miss out on some details

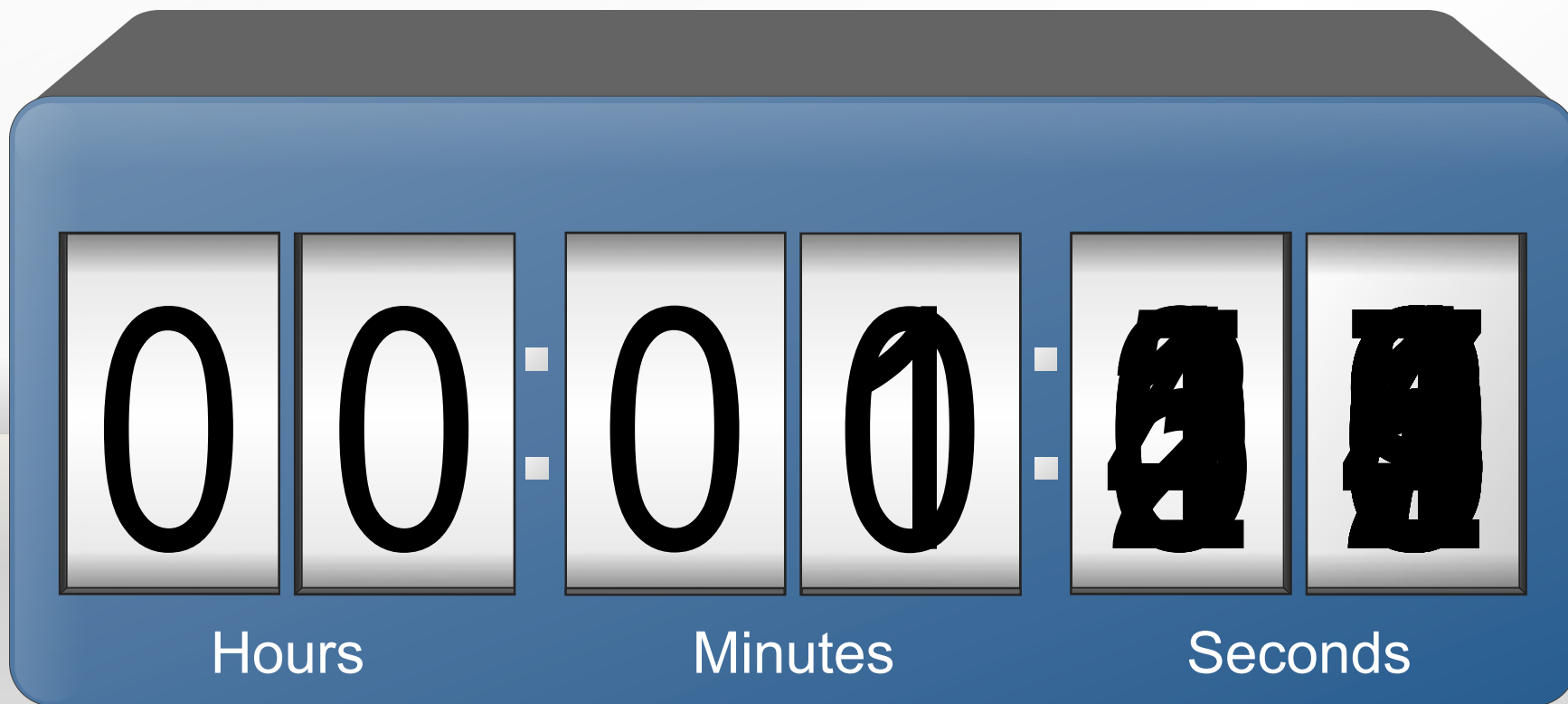
Revealing the “Conversational” You

- Let **emotion** carry the speech forward
- It’s ok to forget some numbers and miss out on some details
- “Um” “Ah” “Hahaha” “Just Kidding” etc.
 - That’s OK! You’re only human

Speak from the heart.

Pick a partner and discuss:

1. Your favorite activity to do in the whole wide world



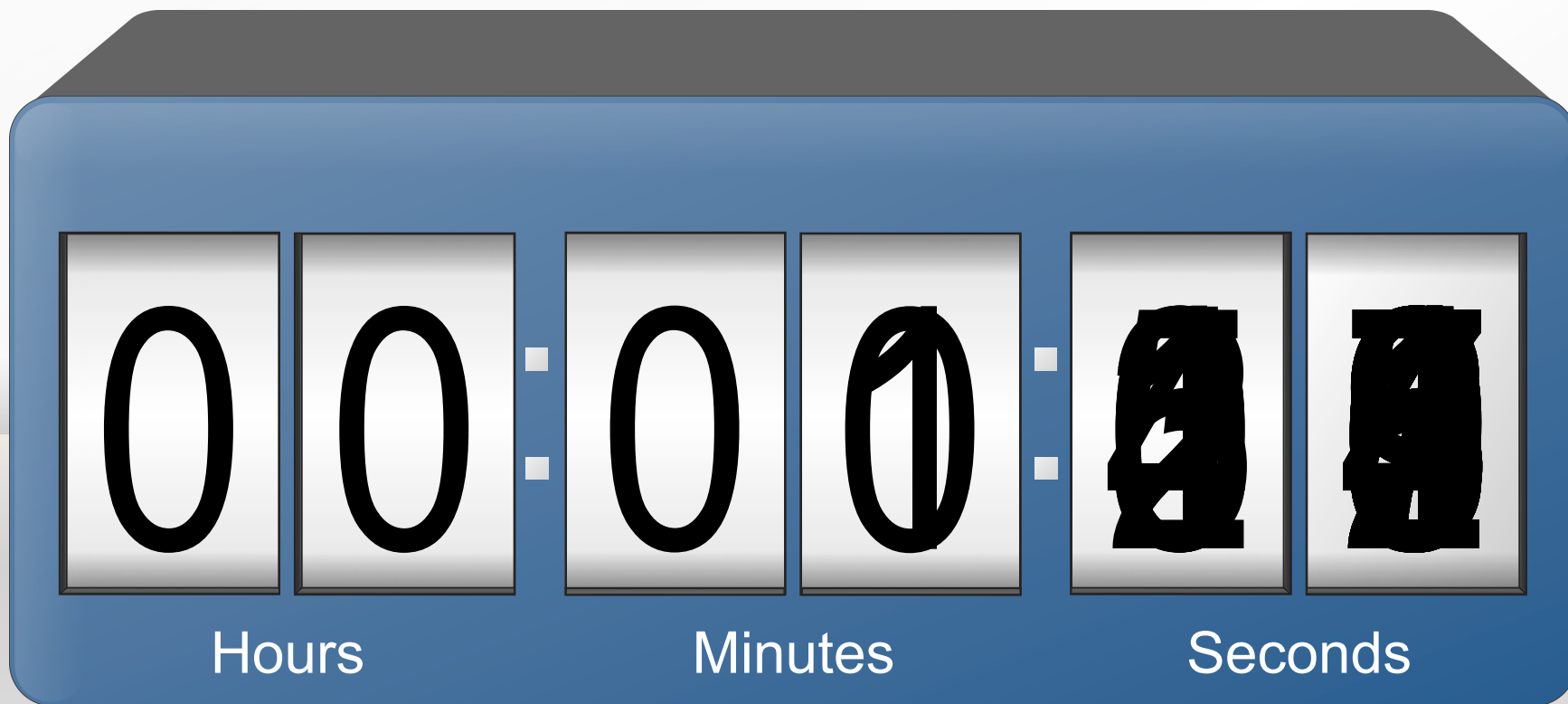
Hours

Minutes

Seconds

Pick a partner and discuss:

1. Your favorite activity to do in the whole wide world
2. The thing that annoys you most about Yogyakarta



Hours

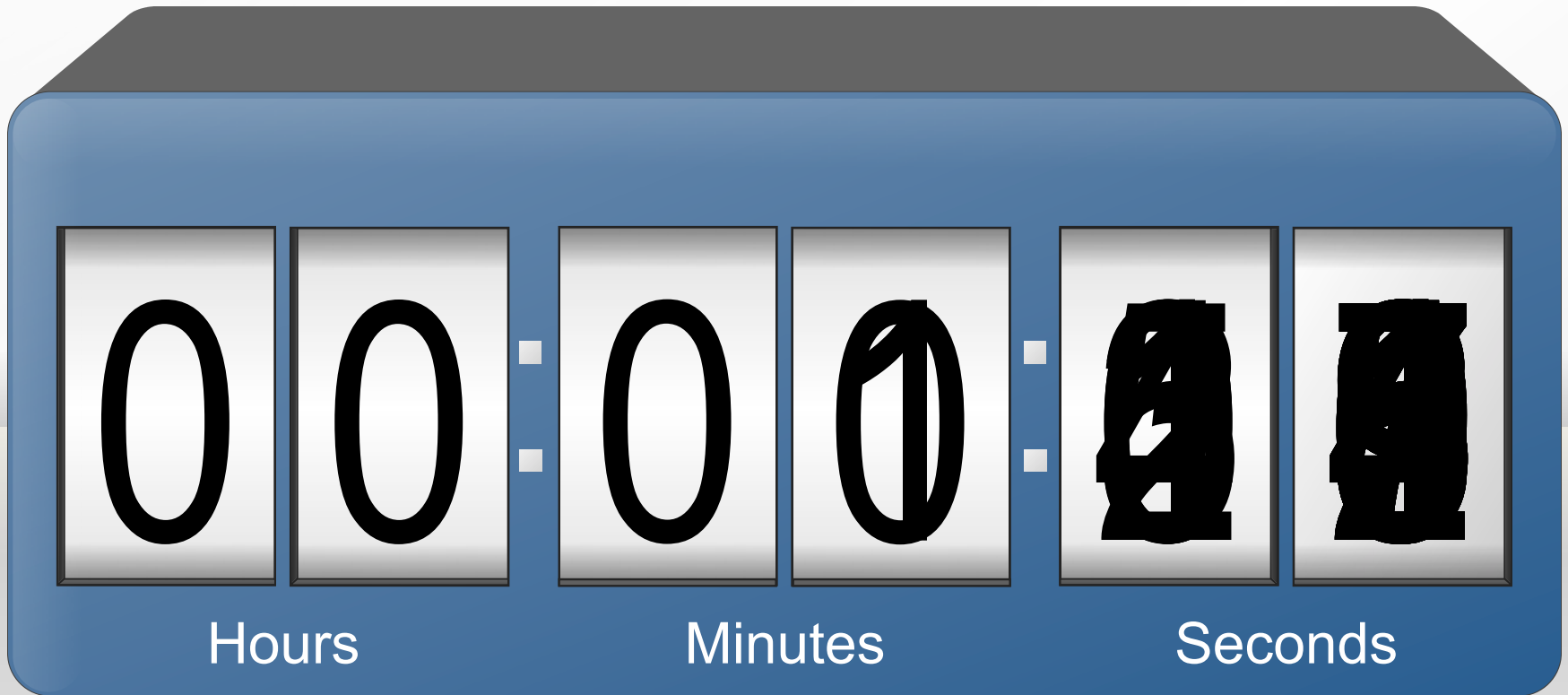
Minutes

Seconds

Sorry guys, now I'm going to start being a bit mean...

Pick a partner and discuss:

1. Your favorite activity to do in the whole wide world
2. The thing that annoys you most about Yogyakarta
3. A person you love and why



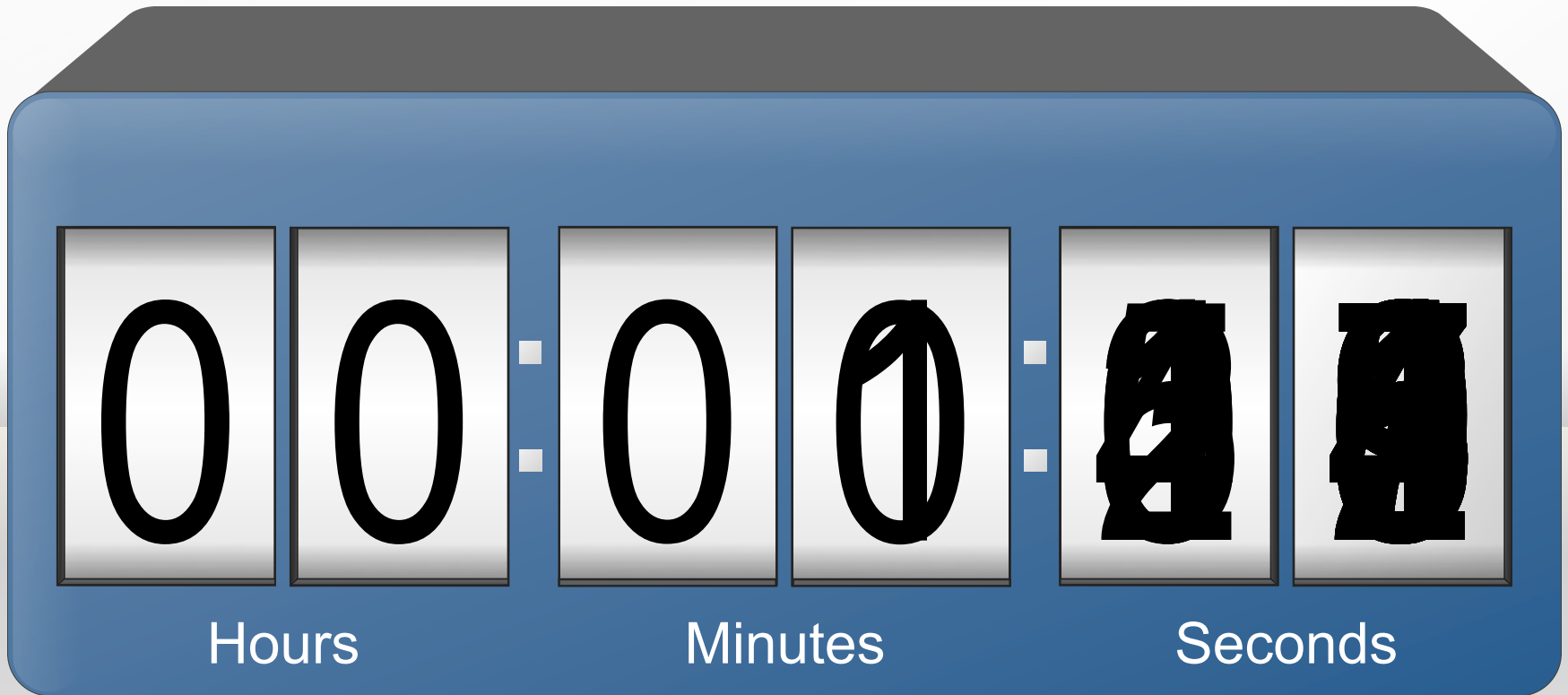
Hours

Minutes

Seconds

Pick a partner and discuss:

1. Your favorite activity to do in the whole wide world
2. The thing that annoys you most about Yogyakarta
3. A person you love and why
4. A dream you want to achieve one day



Hours

Minutes

Seconds

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Content

"It usually takes me more than three weeks to prepare a good impromptu speech."

-Mark Twain

Content

“What I soon learned was that practice made all the difference. The more prepared I was, the less I stammered and stumbled. Good speakers aren't just talented or lucky -- they work hard.”

-Richard Branson

Impromptu Speaking:

(or: how to talk about absolutely anything with close to zero preparation)

You are given: a word and a phrase.

You must choose one of them. You have 1 minute to prepare a 3 – 5 minute speech on either the word or phrase.

(Example: youtube)

1) Follow a structure

- a. Introduction:
 - i. “hook”
 - ii. **YOUR THESIS**
- b. Point 1
 - i. Point
 - ii. Reason
 - iii. Example
 - iv. Point
- c. Point 2
- d. Point 3
- e. Conclusion
 - a. GO BACK to your “hook” and **YOUR THESIS**

2) Fill in the details.

- a. Introduction hooks:
 - a. Quotes
 - b. Current events
 - c. Stories from your life (you can make it up)
 - d. Hypothetical
 - e. Restate prompt in the form of a question
- b. Points:
 - a. Personal
 - b. Current Events
 - c. History
 - d. Movies/Songs/Books
 - e. Famous people/companies
 - f. Anything else!!
- c. Conclusion
 - a. GO BACK to your “hook” and **YOUR THESIS**

3) Have a plan for when you get stuck

1. Pause “on purpose”. Walk around.
2. Repeat the same thing with more “emphasis”
3. Add more details to your story.
4. Go back to your thesis.
5. Clear your throat. Worse case scenario: ask for water.

COMPETITION time

- (example first)
- You have 30 min. to prepare in your teams
 - Make a list of “universal” examples you can use from different categories
 - Practice with the words and phrases we will give you
- Random person from each team will be chosen to participate in a competition.
- Prize to winning team tomorrow

Example: my list of universal examples

- Personal:
 - Little brother
 - Family
 - Personal struggles with public speaking
 - Going to college
- Movies:
 - Ferris Bueller's Day Off
 - Saving Private Ryan
 - Spiderman
 - Harry Potter
- Current events:
 - Edward Snowden
- Books:
 - Extremely Loud and Incredibly close
 - The White Tiger
 - Shantaram
- Famous people:
 - Tyra Banks
 - Gandhi

Criteria for Judging

1. Confidence

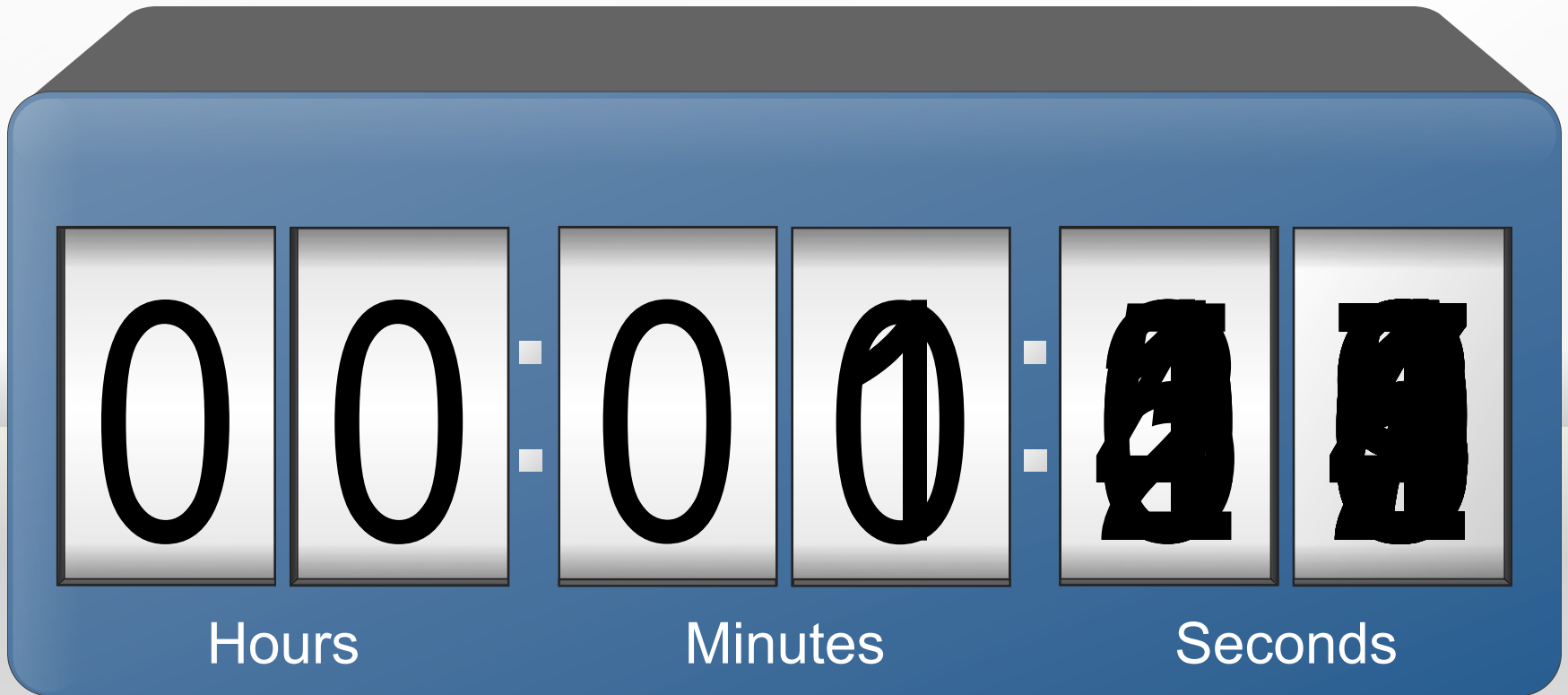
1. Eye contact
2. Body movement
3. Volume/tone of voice

2. Conviction (Passion)

1. Is the speaker engaging and interesting to listen to?

3. Content

1. Does the speaker have a clear thesis?
2. Does the thesis relate to the prompt word/phrase?
3. Are the examples supportive of the thesis? Are they interesting?



Hours

Minutes

Seconds

“If you're not failing every now and again, it's a sign you're not doing anything very innovative.”

**You can speak well if your tongue can deliver the
message of your heart.**

- Check your e-mail for any additional announcements
- Questions?
- No HW! (YAY!) Except keep practicing your public speaking
- See you Thursday!

Key Takeaways

1. Confidence
2. Conviction
3. Content
4. Public speaking is easy...and even easier with practice.